


APPENDIX D


PUBLIC OPINION SURVEYS



New York City Waterways Study

Alley Creek

Fall 2003



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Purpose and Objectives *Alley Creek Assessment Area*

The overall purpose of the study was to measure New York City residents' use of and attitudes toward the water resources in their community and elsewhere. The research covered many different areas relevant to this overall purpose. Among the key topics included were:

- New Yorkers' awareness of the major New York City waterways;
- Their use of the water and the land areas alongside the water for recreational use for various waterways;
- The recreational activities they have participated in and how enjoyable they found these activities;
- If they have not used the various waterways for recreational purposes, the reasons why not;
- Their attitudes toward New York City waterways on a variety of aspects;
- The improvements they have seen in New York City waterways and their desired future improvements.

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Method *Alley Creek Assessment Area*

Interviews were conducted via CATI (Computer Assisted Telephone Interviews) among 18+ year old residents of the five boroughs of New York City.

The sample design for the study was as follows:

- HydroQual selected 26 New York City "primary waterways" to be studied. The specific waterways respondents were asked about were determined by their zip code.
- The sample size for each waterway was to be 300.
- However, because some zip codes are proximate to more than one primary waterway, respondents in those zip codes were asked about two and sometimes three primary waterways. As a result, the number of responses for some individual waterways is greater than 300. In turn, a total of 7,424 interviews were conducted which yielded a total of 8,031 responses to questions about primary waterways.

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Method (cont'd) *Alley Creek Assessment Area*

- Of the total of 7,424 interviews, 5,488 interviews (74%) were conducted using a RDD (random digit dial) sample of the five boroughs.
- The balance of 1,936 interviews was conducted using listed sample specific to the zip codes for those waterways with remaining sample assignments, (i.e., for those assessment areas where an RDD method would have been disproportionately expensive due to the relatively low incidence of people living in the areas.)
- Within each household, whether from the RDD or the listed sample, the specific individual interviewed was selected at random from all 18+ year old residents at home.

A list of the 26 primary waterways studied is provided in Appendix A.

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Method (cont'd) *Alley Creek Assessment Area*

As a first step in the questionnaire development process a series of 5 focus groups was conducted among residents of the five boroughs (one in each borough) to ensure that the questionnaire for the telephone survey covered all the relevant issues, and did so in a way that would be clear to respondents.

The questionnaire was then designed in close consultation with HydroQual and NYC DEP senior personnel. A copy is appended at the end of this report.

The interviews, which averaged about 18 minutes in length, were conducted as follows:

- Written instructions regarding the correct administration of the questionnaire were provided and all field supervisors and interviewers were briefed on the study prior to conducting any interviews.
- A pre-test was conducted prior to the full field to ensure that the questionnaire would be clearly understood by respondents.
- The full fieldwork was conducted from late June until early September. Interviewing hours throughout the period were weekday evenings and during both the day and evening on the weekend.

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Method (cont'd) *Alley Creek Assessment Area*

The data were edited and cleaned prior to tabulation. In addition, "other specify" responses to all pre-coded answer list questions were examined and where a sufficient number of responses clustered around a general theme (at least 2% of responses), a code for those responses was added to the pre-coded list in tabulating the data

The final data were weighted as follows:

- Weights were applied to correct for:
 - The unequal probability of household selection due to households with more than one voice telephone number; and
 - The unequal probability of selection of the individual selected for the interview due to different numbers of individuals being available to be interviewed in different households.

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Method (cont'd)

Alley Creek
Assessment Area

- In addition, post-stratification weighting was applied separately for each of the 26 primary waterways to balance the sample data to 2000 U.S. Census Data for:
 - The composition of the household -- Single adult (18+) households vs. 2+ adult with children households vs. 2+ adult without children households;
 - Age within gender; and
 - Race/ethnicity.
- Data for each waterbody area were projected to actual population counts from the 2000 Census, so that the areas could be easily combined to yield an appropriately weighted sample of all adults 18+ in the five boroughs of New York City.

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Organization of the Report

Alley Creek
Assessment Area

A separate report is provided for each of the 26 primary waterways included in the study. In each report, the results for the subject primary waterway is compared to the average for all 26 waterways. (A separate report of the findings on a city-wide basis has also been prepared.)

The findings for each individual waterway are organized as follows:

- Awareness of primary waterways
- Visiting primary waterways
- Participation in recreational activities and attitudes toward primary waterways
- Improvements to primary waterways -- past and desired in the future
- Demographic and other profile information.

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Glossary and Other Reading Notes

Alley Creek
Assessment Area

- **Area residents** -- live in one of the zip codes that define the subject primary waterway
- **Total NYC residents** -- all respondents
- **Primary waterway** -- one of the 26 New York City waterways for which respondents were asked their use of and attitudes toward
- **Other NYC waterways** -- other New York City waterways respondents volunteered in response to various questions
- **Unaided awareness** -- a mention of a NYC waterway without prompting or aiding the respondent
- **Total awareness** -- a combination of unaided awareness and aided awareness. I.e., the respondent is given the name and asked if they have ever heard of that waterway
- **Visiting a waterway** -- spending recreational or leisure time in or on the waterway or the land alongside those waters
- **On water activities** -- boating/speed boating, canoeing, cruising/tour boat, ferryboat ride (for leisure), kayaking, sailing.
- **In water activities** -- jet skiing, surfing, swimming, wading.

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Glossary and Other Reading Notes (cont'd)

Alley Creek
Assessment Area

All base sizes shown are the actual number of people who were asked the question, prior to projecting them to the population of New York City.

As mentioned earlier, two base sizes are shown for the total for New York City residents depending on the question:

- A base of 8,031 for all questions that are specific to a primary waterway; and
- A base of 7,424 for all questions that are not specific to a primary waterway.

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Glossary and Other Reading Notes (cont'd)

Alley Creek
Assessment Area

Comparisons of the findings for the subject waterway are made to all New York City residents in two ways:

- An average of the values for all 26 primary waterways; and
- A median value for the 26 waterways -- the value at the mid-point of the values for the 26 waterways, that is, there are an equal number of values above and below the median value.

The median value is shown whenever extremely high values for a few waterways tend to distort the average. In these cases, the median value is more helpful than the average in placing where the subject waterway stands relative to all the other waterways.

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Awareness of Primary Waterway

Alley Creek

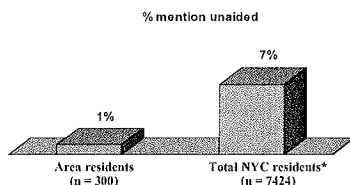
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Total Unaided Awareness of Primary Waterway *Alley Creek Assessment Area*

- 1% of area residents mention Alley Creek on an unaided basis.
- The average for unaided awareness for all the primary waterways is 13%.
- The median value for unaided awareness for all the primary waterways is 7%. (See page 11.)



* Median

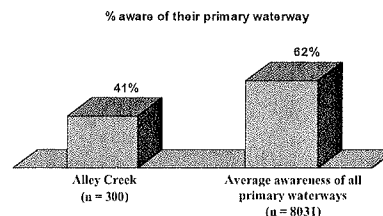
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Total Awareness of Primary Waterway *Alley Creek Assessment Area*

- In total, 41% of Alley Creek area residents are aware of Alley Creek on a combined unaided and aided basis.
- Average total awareness of all primary waterways among NYC residents is 62%.



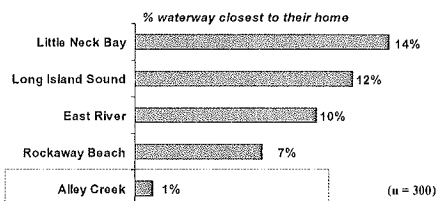
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Waterway Closest to Home (Unaided) *Alley Creek Assessment Area*

- On an unaided basis, area residents most often mention Little Neck Bay as the waterway closest to their home.
- 1% of area residents mention Alley Creek unaided as the waterway closest to their home.
- On average, 10% of NYC residents mention unaided the primary waterway in their assessment area as the waterway closest to their home. The median value for all primary waterways being regarded as the waterway closest to home is 3%. (See page 11.)



(n = 300)

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Awareness Summary *Alley Creek Assessment Area*

	Area Residents %	NYC Residents %
Total unaided awareness of primary waterway	1	13*
Total awareness of primary waterway	41	62
Primary waterway is waterway closest to home	1	10**

* Median is 7%

** Median is 3%

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Visiting Primary Waterway

Alley Creek

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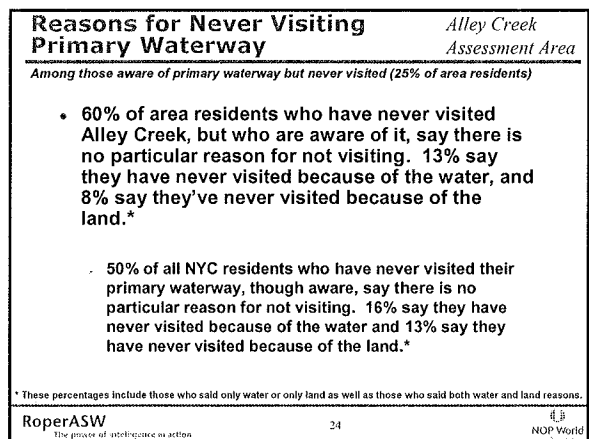
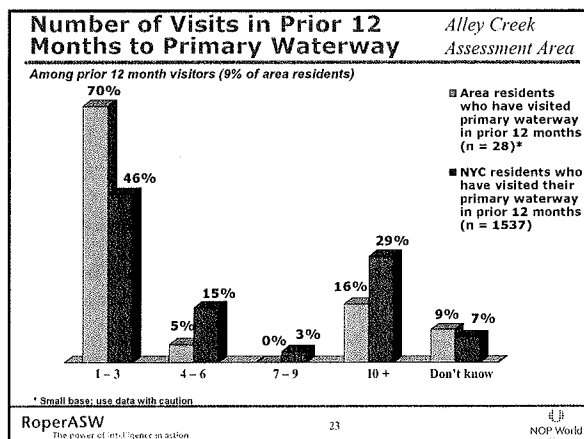
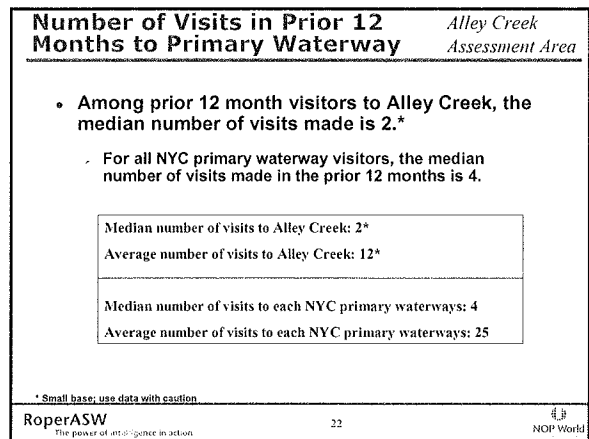
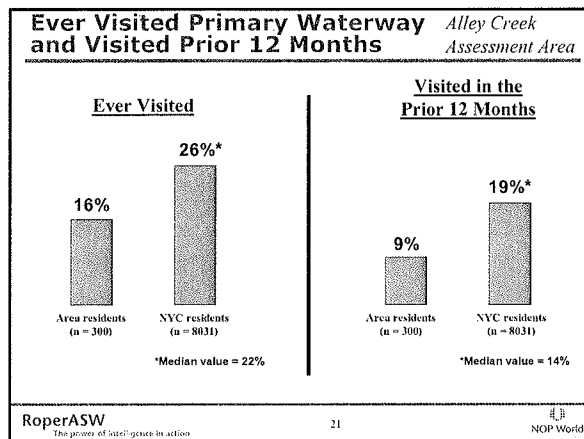
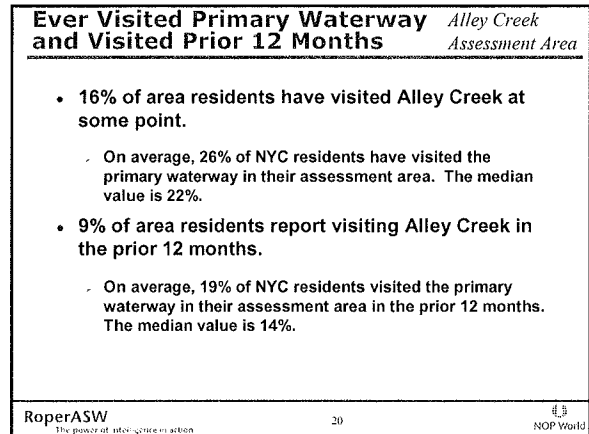
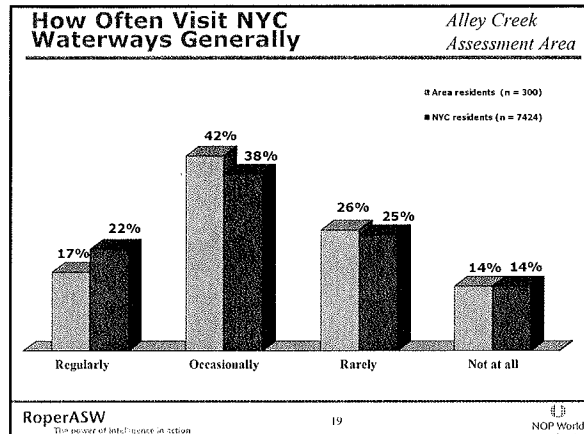
How Often Visit NYC Waterways Generally *Alley Creek Assessment Area*

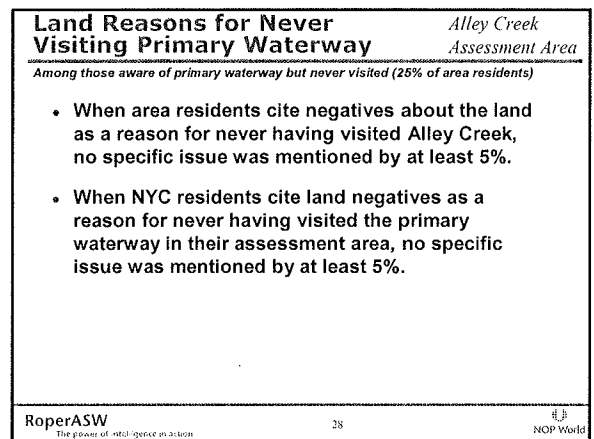
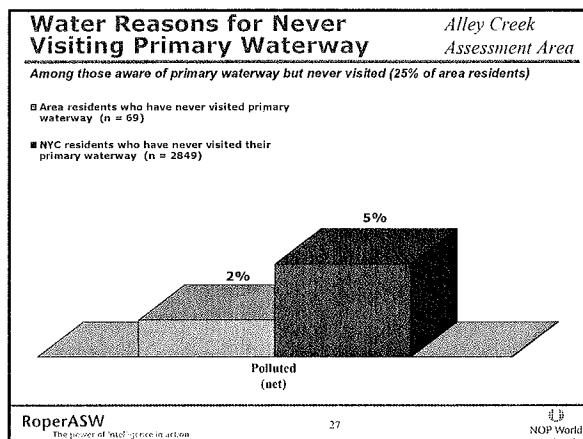
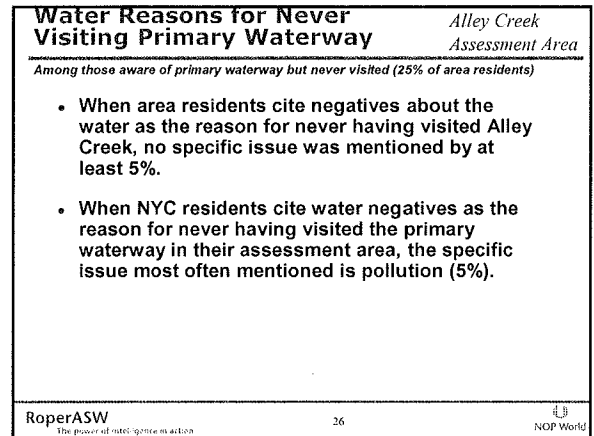
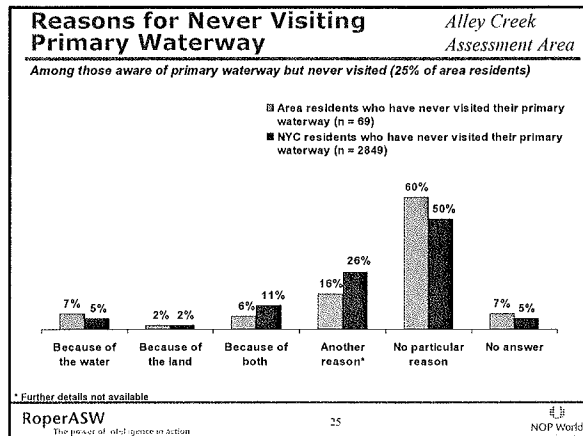
- 17% of area residents say they visit the waterways in their community or elsewhere in the city on a regular basis. 42% say they visit them occasionally.
- 22% of all NYC residents say they visit the city's waterways regularly while 38% say they visit them occasionally.

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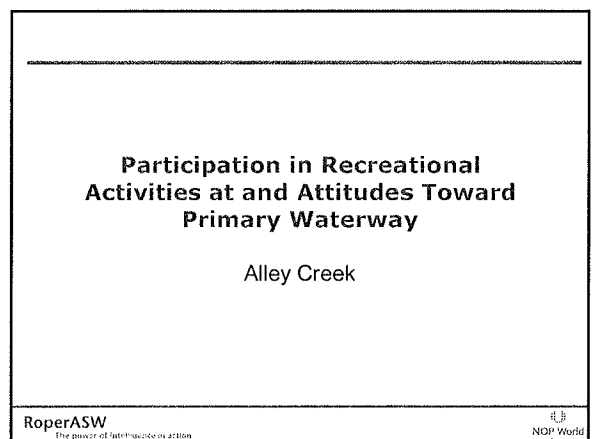
Visiting Summary

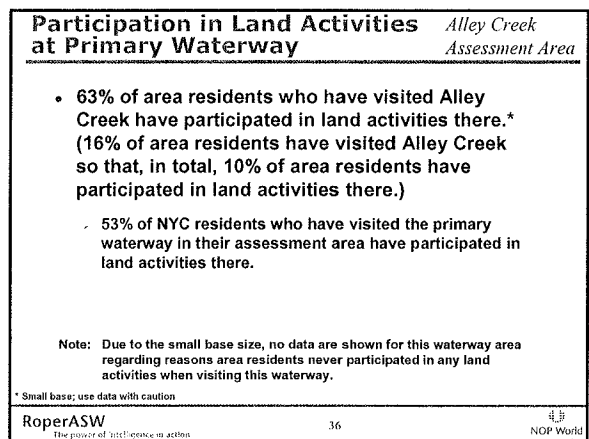
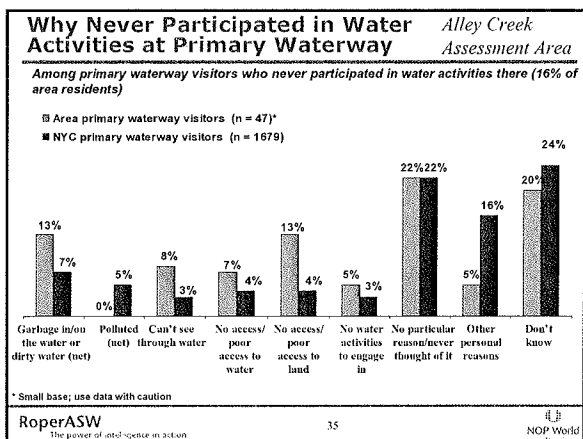
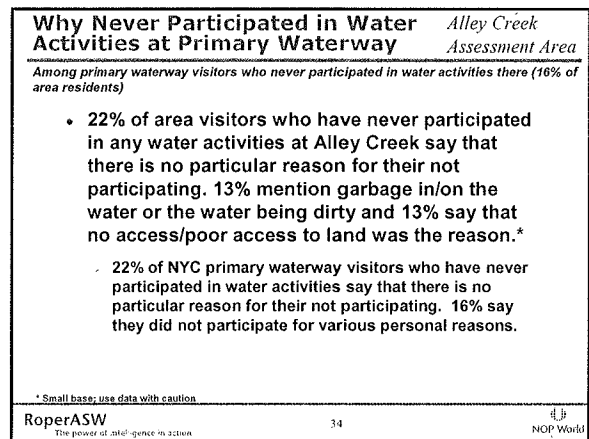
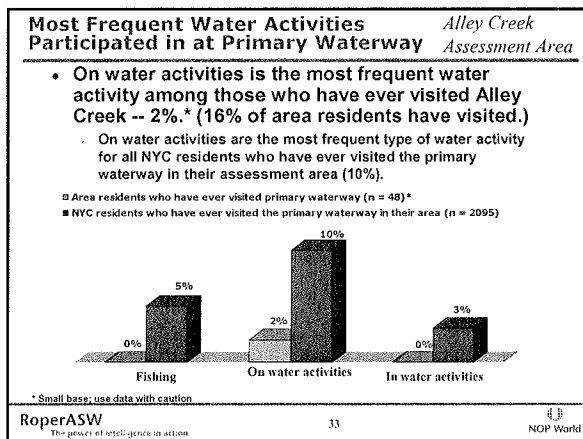
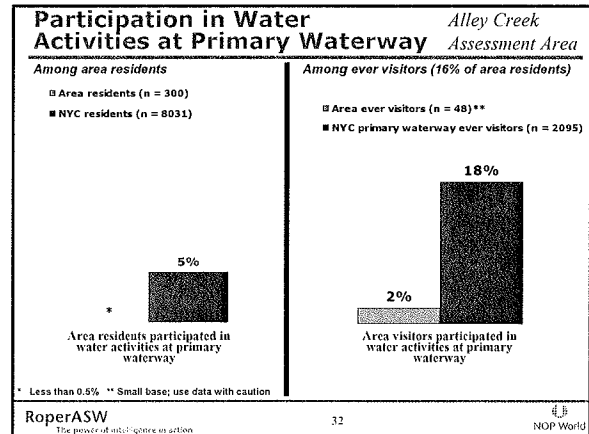
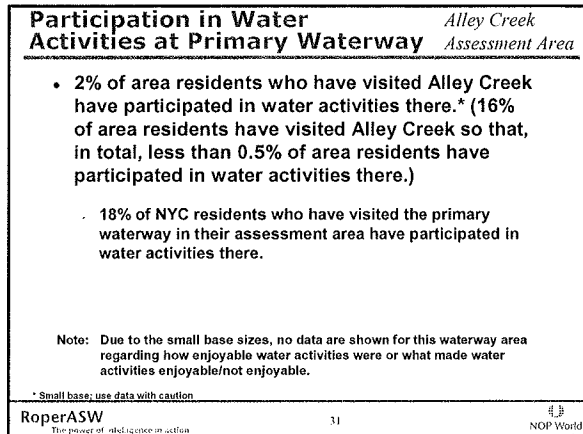
Alley Creek Assessment Area

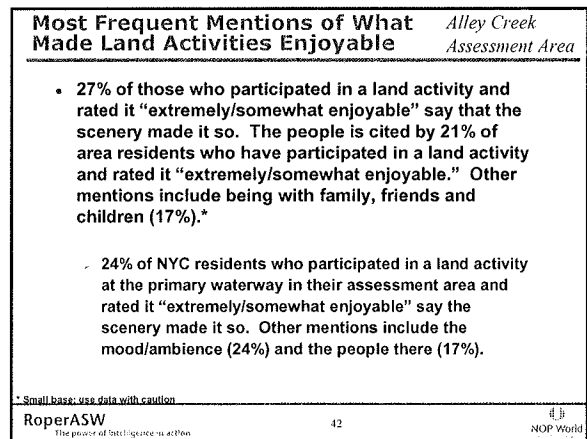
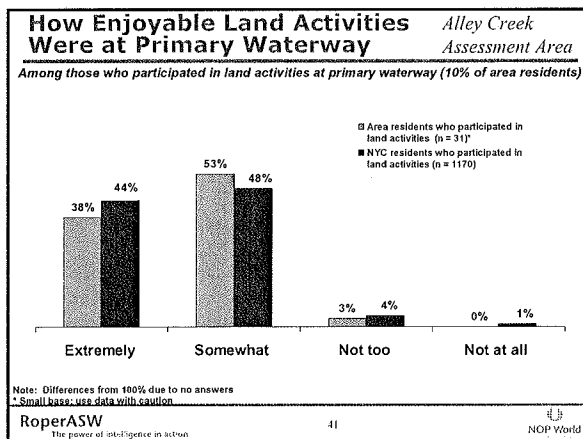
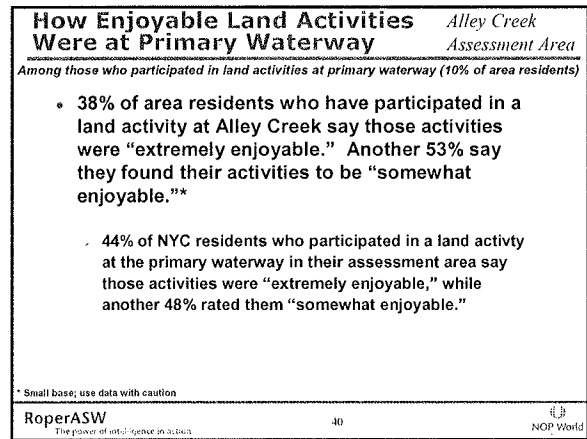
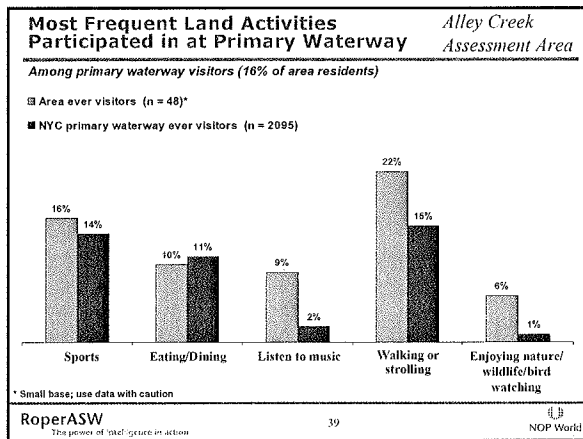
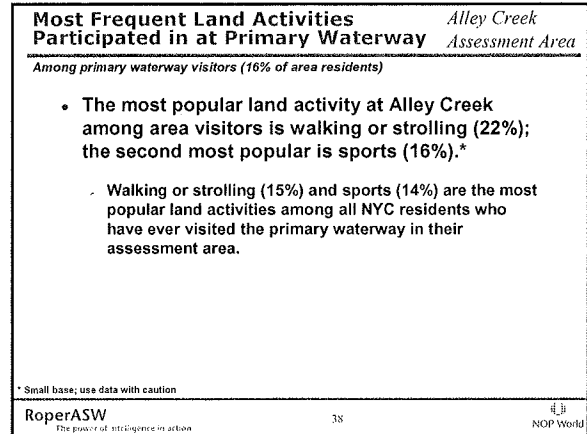
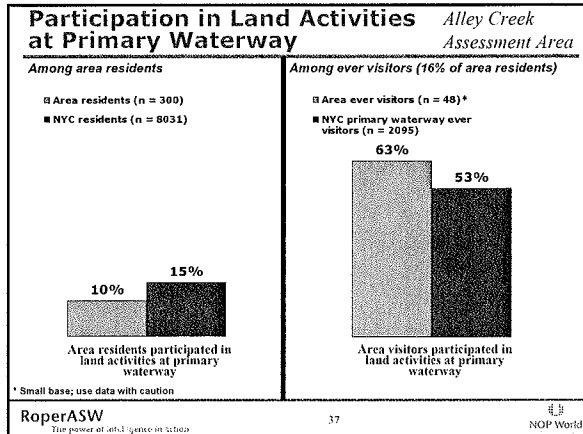
	Area Residents %	NYC Residents %
Visit NYC waterways regularly/occasionally	59	60
Ever visited primary waterway	16	26*
Visited prior 12 months	9	19**
Median number of visits to primary waterway in prior 12 months	2	4
<u>Haven't visited because of water (among aware never visitors)(Net)</u>	<u>13</u>	<u>16</u>
Pollution	2	5
<u>Haven't visited because of land (among aware never visitors)(Net)</u>	<u>8</u>	<u>13</u>

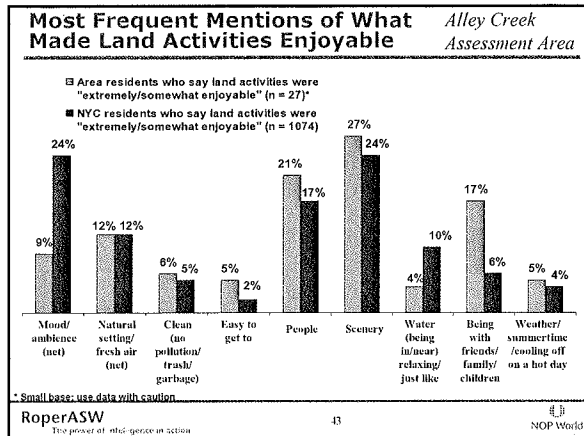
* Median is 22%
** Median is 14%

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Water Activities Participation Summary *Alley Creek Assessment Area*

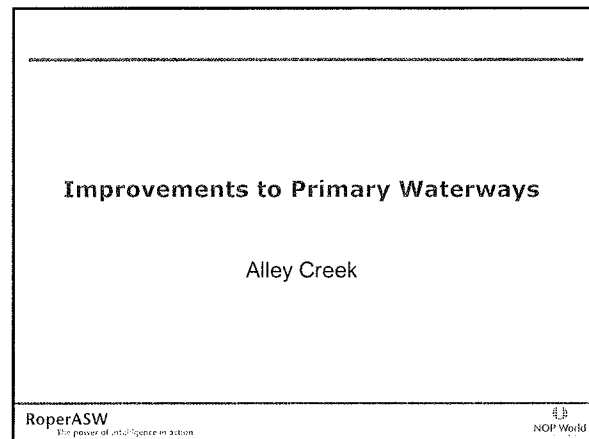
	Area Residents %	NYC Residents %
Participated in water activities at primary waterway (among area visitors)	2	18
Participated in water activities at primary waterway (among area residents)	0.3	5
On water activities is most frequent water activity at primary waterway (among area visitors)	2	10
No particular reason is given for why never participated in water activities at primary waterway (among primary waterway visitors who never participated in water activities there)	22	22

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Land Activities Participation Summary *Alley Creek Assessment Area*

	Area Residents %	NYC Residents %
Participated in land activities at primary waterway (among area visitors)	63	53
Participated in land activities at primary waterway (among area residents)	10	15
Walking/strolling is most frequent land activity at primary waterway (among area visitors)	22	15
Rate land activities "extremely/somewhat enjoyable" (among those who participated at primary waterway)	91	92
"Scenery" most frequent reason cited for why enjoyable (among those who rated "extremely/somewhat enjoyable")	27	24

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- ### Improvements Noticed in Past Five Years in NYC Waterways *Alley Creek Assessment Area*
- 49% of area residents say they have noticed improvements in NYC waterways in general in the past five years. 2% have noticed improvements specifically at Alley Creek.
 - 48% of NYC residents say that they have noticed improvements in NYC waterways in general in the past five years. On average, 6% of NYC residents have noticed improvements at the primary waterway in their assessment area. The median value for those who have noticed improvements at the primary waterway in their assessment area is 3%. (See page 11.)
 - Improvements in the water (quality, appearance, color) are the most frequently mentioned improvement in NYC waterways in general noticed by area residents in the past five years (23%).
 - Improvements in the water are the most frequently mentioned improvement noticed in NYC waterways in general among all NYC residents (21%).
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Improvements Noticed in Past Five Years in NYC Waterways *Alley Creek Assessment Area*

	Area Residents (n = 300) %	NYC Residents (n = 7424) %
Have noticed improvements at NYC waterways (not)	49	48
Water mentions (quality, appearance, odor)	23	21
Cleaner/better (not)*	15	13
Haven't seen improvements	27	31
Don't know	24	22

* Cleanliness/sanitation/better maintenance

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Improvement Would Most Like in Primary Waterway if Funds Available *Alley Creek Assessment Area*

Among those aware of their primary waterway (41% of area residents)

- If funds were available, improvements in the water (quality, appearance, odor) are the aspect that area residents would most like to see improved at Alley Creek (35% of those aware of Alley Creek).
- If funds were available, improvements in the water at their primary waterway are the most frequently cited desired improvement among all NYC residents (38% of those aware of the primary waterway in their assessment area).

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Improvement Would Most Like in Primary Waterway if Funds Available *Alley Creek Assessment Area*

Among those aware of their primary waterway (41% of area residents)

	Area Residents (n = 117) %	NYC Residents (n = 4944) %
Access to shoreline	5	3
Water mentions (quality, appearance, odor)	35	38
Cleaner/better (net)*	7	11
More park areas/greenery/ nature preserves	6	3
Don't know	22	24

* Cleanliness/sanitation/better maintenance

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Importance of Most Desired Improvement at Primary Waterway *Alley Creek Assessment Area*

Among those who identified the improvement would most like at their primary waterway (29% of area residents)

- 38% of area residents who identified the improvement they would most like to see in Alley Creek, if funds were available, say that that improvement is "extremely important" and another 27% say it is "somewhat important."
- 35% of NYC residents who identified the improvement they would most like to see in the primary waterway in their assessment area say that, if funds were available, that improvement is "extremely important" and an additional 29% say it is "somewhat important."

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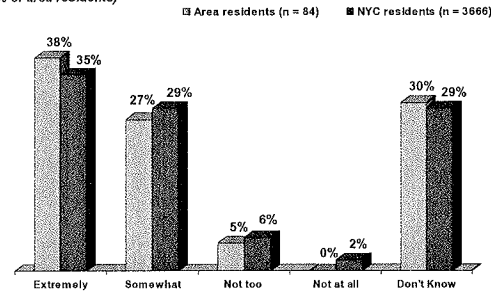
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Importance of Most Desired Improvement at Primary Waterway *Alley Creek Assessment Area*

Among those who identified the improvement would most like at their primary waterway (29% of area residents)



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Importance of Water Improvements at Primary Waterway *Alley Creek Assessment Area*

Among those for whom it is the most important improvement at their primary waterway (14% of area residents)

- Specifically among those area residents who identified improving the water quality, appearance and/or odor as the improvement they would most like to be made to Alley Creek, 54% consider it "extremely important."
- 52% of NYC residents who identified improvements in water quality, appearance and/or odor in the primary waterway in their assessment area as the improvement they would most like to see in the primary waterway in their assessment area say this improvement is "extremely important."

* Small base: use data with caution

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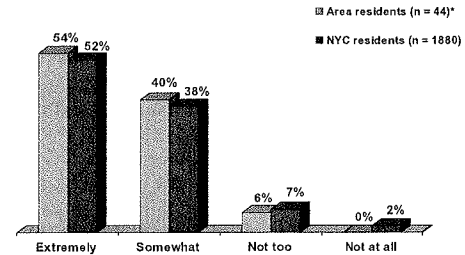
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Importance of Water Quality Improvements at Primary Waterway *Alley Creek Assessment Area*

Among those for whom it is the most important improvement at their primary waterway (14% of area residents)



* Small base: use data with caution

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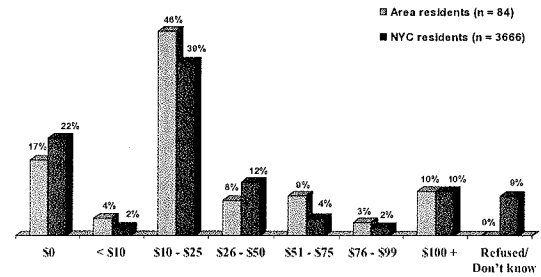
Amount Say Willing to Pay Per Year for Most Desired Improvement at Primary Waterway *Alley Creek Assessment Area*

Among those who identified the improvement would most like at their primary waterway (29% of area residents)

- 46% of area residents who identified the improvement they would most like to see in Alley Creek say they would be willing to pay between \$10 and \$25 a year for that improvement.
- 17% say they would not be willing to pay anything.
- 39% of NYC residents who identified the improvement they would most like to see in the primary waterway in their assessment area say they would be willing to pay between \$10 and \$25 a year for that improvement.
- 22% say they would not be willing to pay anything.

Amount Say Willing to Pay Per Year for Most Desired Improvement at Primary Waterway *Alley Creek Assessment Area*

Among those who identified an improvement would most like at their primary waterway (29% of area residents)



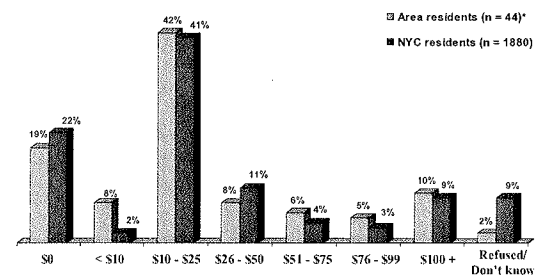
Amount Say Willing to Pay Per Year for Water Quality Improvements at Primary Waterway *Alley Creek Assessment Area*

Among those for whom it is the most desired improvement at their primary waterway (14% of area residents)

- Specifically among those area residents who identified water quality improvements as the improvement they most like made to Alley Creek, 42% say they would be willing to pay between \$10 and \$25 per year for that improvement.*
- 19% are not willing to pay anything for water quality improvements to Alley Creek.*
- 41% of NYC residents who identified water quality improvements as the improvement they most like made to the primary waterway in their assessment area say they would be willing to pay between \$10 and \$25 each year for that improvement.
- 22% are not willing to pay anything for water quality improvements to the primary waterway in their assessment area.

Amount Say Willing to Pay Per Year for Water Quality Improvements at Primary Waterway *Alley Creek Assessment Area*

Among those for whom it is the most desired improvement at their primary waterway (14% of area residents)



Waterway Most Want Improved if Funds Available for Only One *Alley Creek Assessment Area*

- If funds were available to improve only one NYC waterway, 7% of area residents would like it to be Alley Creek.
- On average, 18% of NYC residents would like the primary waterway in their assessment area to be the one to be improved.

Waterway Most Want Improved if Funds Available for Only One *Alley Creek Assessment Area*

	Area Residents (n = 300) %	NYC Residents (n = 7424) %
Alley Creek	7	**
The East River	13	18
The Hudson River	19	22
Rockaway Beach*	9	3
Long Island Sound*	6	1
Don't know	23	17

* Not one of the 26 primary waterways studied.
** Less than 0.5%

Improvements Summary		Alley Creek Assessment Area	
	Area Residents %	NYC Residents %	
Noticed improvements in NYC waterways in past 5 years	49	48	
Noticed improvements in primary waterway in past 5 years	2	6*	
Improvements in water improvement most frequently noticed (at NYC waterways)	23	21	
Improvements in water most desired improvement at primary waterway (among those aware of primary waterway)	35	38	
*Median is 3%			
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Improvements Summary (cont'd)		Alley Creek Assessment Area	
	Area Residents %	NYC Residents %	
Percent rating most desired improvement "extremely/somewhat important" (among those who identified improvement would most like at primary waterway)	85	84	
Percent rating water improvements "extremely/somewhat important" (among those for whom it is the most desired improvement at primary waterway)	94	90	
Would pay \$10-\$25 annually for most desired improvement (among those who identified improvement would most like at primary waterway)	46	39	
Would pay \$10-\$25 annually for water improvements (among those for whom it is the most desired improvement at primary waterway)	42	41	
Primary waterway is one most want improved	7	18	
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Demographics

Alley Creek

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The logo for NOP World, featuring a stylized globe icon.

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Demographics		Alley Creek Assessment Area	
	Alley Creek %	Total NYC Residents %	
Gender			
Male	46	46	
Female	54	54	
Age			
18-34	28	36	
18-24	12	14	
25-34	16	21	
35-54	40	37	
35-44	23	22	
45-54	17	15	
55+	31	26	
55-64	14	13	
65+	17	13	
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Demographics		Alley Creek Assessment Area	
	Alley Creek %	Total NYC Residents %	
Children Under 18 in HH			
Yes	37	37	
1	18	17	
2	13	11	
3	4	5	
4	1	2	
5	2	1	
6+	0	1	
No	62	62	
Ethnicity/Race			
African-American	16	21	
Asian	17	10	
Hispanic	9	22	
White	44	35	
Other	14	12	
RoperASW	65		NOP World

Demographics		Alley Creek Assessment Area	
	Alley Creek %	Total NYC Residents %	
Education			
H.S. or less	24	33	
Grammar school or less	1	3	
Some high school	2	6	
High school graduate	21	24	
Some College or More	74	65	
Some college/technical school	25	24	
College graduate	35	28	
Some/completed postgraduate	14	14	
RoperASW	66		NOP World

Demographics		Alley Creek Assessment Area	
	Alley Creek	Total NYC Residents	
Income	%	%	
<\$35,000	12	27	
\$35,000 to <\$50,000	15	16	
\$50,000 to <\$75,000	20	17	
\$75,000 to <\$100,000	21	12	
\$100,000+	18	13	
Refused	14	15	
Own or Rent			
Rent	26	62	
Own	72	36	
RoperASW		67	NOP World

Other Characteristics		Alley Creek Assessment Area	
	Alley Creek	Total NYC Residents	
Ever volunteer to clean NYC parks/waters	%	%	
Yes	10	13	
No	89	86	
Member of NYC boating/ canoeing/kayaking club			
Yes	2	2	
No	97	97	
RoperASW		68	NOP World

Other Characteristics		Alley Creek Assessment Area	
	Alley Creek	Total NYC Residents	
Water activities enjoy *	%	%	
Boating/speed boating	25	22	
Canoeing	5	5	
Fishing	18	17	
Kayaking	3	4	
Sailing	6	5	
Swimming	64	58	
Water/jet skiing	7	7	
None	19	18	
RoperASW		69	NOP World

Appendix		Alley Creek	
RoperASW			NOP World

NYC Primary Waterways Included in Study		Alley Creek Assessment Area	
Alley Creek	Jamaica Bay		
Arthur Kill	Kill Van Kull		
Bergen Basin	Lower New York Bay		
Bronx River	Mill Basin		
Coney Island Creek	Newtown Creek		
East River	Paedergat Basin		
Flushing Bay	Raritan Bay		
Fresh Creek	Sheepshead Bay		
Gowanus Canal	Shellbank Basin		
Harlem River	Spring Creek		
Hendrix Creek	Thurston Basin		
Hudson River	Upper New York Bay		
Hutchinson River	Westchester Creek		
RoperASW		71	NOP World

Questionnaire			
NOTE: Final copies of each report will contain a copy of the questionnaire.			
RoperASW		72	NOP World